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09/708,944	11/08/2000	Robert E. Dvorak	BLFR 1000-1	3032
22470	7590	10/26/2006	EXAMINER	
HAYNES BEFFEL & WOLFELD LLP P O BOX 366 HALF MOON BAY, CA 94019			JEANTY, ROMAIN	
			ART UNIT	PAPER NUMBER
			3623	

DATE MAILED: 10/26/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

# Notice of Allowability

Application No.

09/708,944

Examiner

Romain Jeanty

Applicant(s)

DVORAK, ROBERT E.

Art Unit

3623

## -- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to 8/24/06.
2. ☒ The allowed claim(s) is/are 1,3-13,16-23,25-33,65,67-85 and 112-115.
3. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
  - a) ☐ All b) ☐ Some\* c) ☐ None of the:
    1. ☐ Certified copies of the priority documents have been received.
    2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
    3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

\* Certified copies not received: \_\_\_\_\_.

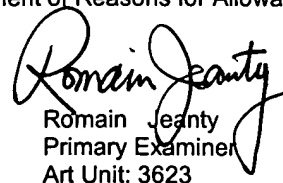
Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.

**THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.**

4. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
  5. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
    - (a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
      - 1) ☐ hereto or 2) ☐ to Paper No./Mail Date \_\_\_\_\_.
    - (b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date \_\_\_\_\_.
- Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

### Attachment(s)

1. ☐ Notice of References Cited (PTO-892)
2. ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3. ☐ Information Disclosure Statements (PTO/SB/08), Paper No./Mail Date \_\_\_\_\_
4. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material
5. ☐ Notice of Informal Patent Application
6. ☐ Interview Summary (PTO-413), Paper No./Mail Date \_\_\_\_\_
7. ☒ Examiner's Amendment/Comment
8. ☐ Examiner's Statement of Reasons for Allowance
9. ☐ Other \_\_\_\_\_

  
Romain Jeanty  
Primary Examiner  
Art Unit: 3623

**EXAMINER'S AMENDMENT**

1. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

**In the claims:**

The following is a list of claims pending in this application and their current status. This listing replaces all prior versions and listings in the application.

1. (Previously presented) A computer-implemented method for adjusting a retail location-product specific selling profile for a product, the computer-implemented method including:

collecting on machine-readable memory a multitude of retail location-product specific selling profiles that record daily or more frequent historical data for sales, the historical data reflecting at least random variations in sales, systematic variations in sales due to day of the week and day of the year, and systematic variations in sales due to any promotions benefiting the retail location;

maintaining on machine-readable memory a retail location promotions calendar that includes historical data that tracks promotion of the product at the retail location by effective dates and by type of promotion and a corresponding estimated systematic variation in sales caused by the type of promotion;

repeatedly for a plurality of products across a plurality of retail locations,

Art Unit: 3623

retrieving the retail location-product specific selling profile for a selected historical period;

accessing the retail location promotions calendar data and identifying any promotions that benefited the retail location during the selected historical period; and

automatically adjusting the historical data in the retail location-product specific selling profile to reflect the estimated systematic variation in sales caused by the promotions of the product at the retail location using at least the identified promotions from the retail location promotions calendar; and

storing to machine-readable memory the automatically adjusted historical data.

2. (Cancelled)

3. (Previously presented) The method of claim 1, wherein the promotions calendar identifies advertising of the product.

4. (Previously presented) The method of claim 1, wherein the promotions calendar identifies a preferential display of the product.

5. (Previously presented) The method of claim 1, wherein the promotions calendar identifies a price reduction applied to the product.

6. (Previously presented) The method of claim 1, further including adjusting the historical data in the retail location-product specific selling profile to correct for seasonal selling effects.

7. (Previously presented) The method of claim 6, wherein the adjusting to correct for seasonal selling effects includes ratioing the retail location-product specific selling profile with an aggregate profile that includes historical data for non-promoted products.

Art Unit: 3623

8. (Original) The method of claim 7, wherein the non-promoted products are non-seasonal or basic products.

9. (Original) The method of claim 7, wherein the non-promoted products are seasonal products.

10. (Previously presented) The method of claim 1, further including adjusting the retail location-product specific selling profile to correct for special selling days which impacted the historical data.

11. (Original) The method of claim 10, wherein the special selling days include one or more days preceding Valentines Day, Mothers Day, Memorial Day, the Fourth of July, Labor Day, Thanksgiving or Christmas.

12. (Original) The method of claim 10, wherein the special selling days include one or more days following Thanksgiving or Christmas.

13. (Original) The method of claim 10, wherein the special selling days include back to school days.

14.-15. (Cancelled)

16. (Previously presented) The method of claim 1, wherein the daily or more frequent historical data includes a stock on hand indicator, further including adjusting the historical data to correct for a stock out at the retail location.

17. (Previously presented) The method of claim 16, wherein the adjusting to correct for the stock out includes evaluating the historical sales data and the stock on hand indicators for the location and correcting for lack of sales attributable to failure to display stock on hand.

18. (Previously presented) The method of claim 16, wherein the adjusting to correct for the stock out includes evaluating the historical sales data and the stock on hand indicator for the location and filling in sales for days preceding first dates of sales for the location.

19. (Previously presented) The method of claim 16, wherein the adjusting to correct for the stock out includes evaluating the historical sales data and the stock on hand indicator for the location and correcting for outlying sales at the location attributable to false indications of stock on hand.

20. (Previously presented) The method of claim 16, wherein the adjusting to correct for the stock out includes evaluating the historical sales data and the stock on hand indicator for the location and filling in sales for days following final dates of sales, after excluding outlying sales at the locations.

21. (Previously presented) The method of claim 3, wherein the daily or more frequent historical data includes a stock on hand indicator, further including adjusting the historical data to correct for a stock out at the retail locations.

22. (Previously presented) The method of claim 4, wherein the daily or more frequent historical data includes a stock on hand indicator, further including adjusting the historical data to correct for a stock out at the retail locations.

23. (Previously presented) The method of claim 5, wherein the daily or more frequent historical data includes a stock on hand indicator, further including adjusting the historical data to correct for a stock out at the retail locations.

24. (Cancelled)

25. (Currently amended) A computer-implemented method for adjusting a retail location-product specific selling profile for a product, the computer-implemented method including:

collecting on machine-readable memory a multitude of retail location-product specific selling profiles that record daily or more frequent historical data for sales, the historical data reflecting at least random variations in sales,

systematic variations in sales due to day of the week and day of the year, and occasional variations in sales due to a stock out condition at the retail location;

repeatedly for a plurality of products across a plurality of retail locations, retrieving at least one retail location-product specific selling profile that includes accumulated daily or more frequent historical data for at least one product;

wherein the historical data includes a stock on hand indicator, adjusting the retail location-product specific selling profile to correct for a stock out by [[evaluation]] evaluating the historical sales data and the stock on hand indicator; and

storing to machine-readable memory the automatically adjusted historical data.

26. (Previously presented) The method of claim 25, whereby the adjusting corrects for lack of sales attributable to failure to display stock on hand.

27. (Previously presented) The method of claim 25, whereby the adjusting fills in sales for days preceding first dates of sales for the locations.

Art Unit: 3623

28. (Previously presented) The method of claim 25, whereby the adjusting corrects for outlying sales at the locations attributable to false indications of stock on hand.

29. (Previously presented) The method of claim 25, whereby the adjusting fills in sales for days following final dates of sales, after excluding outlying sales at the locations.

30. (Previously presented) The method of claim 25, wherein the stock out is corrected using average sales levels.

31. (Previously presented) The method of claim 25, wherein the stock out is corrected using profiled sales levels.

32. (Original) The method of claim 25, wherein a selection among types of out of stock corrections requires no user selection.

33. (Original) The method of claim 25, wherein a selection among types of out of stock corrections is made by a user.

34-64. (Cancelled)

65. (Previously presented) A computer-implemented method for generating a projected location specific-retail sales profile for a particular product, the computer-implemented method including:

collecting on machine-readable memory a multitude of retail location-product specific selling profiles that record daily or more frequent historical data for sales, the historical data reflecting at least random variations in sales, systematic variations in sales due to day of the week and day of the year, and systematic variations in sales due to any promotions benefiting the retail location;



Art Unit: 3623

maintaining on machine-readable memory a retail location promotions calendar that includes historical data that tracks promotion of the product at the retail location by effective dates and by type of promotion and a corresponding estimated systematic variation in sales caused by the type of promotion;

repeatedly for a plurality of products across a plurality of retail locations,

accessing at least one adjusted or unadjusted location specific-retail selling profile that includes accumulated daily or more frequent historical data for at least one product; and

projecting a future sales profile by adjusting the location specific-retail selling profile to reflect sales lift from one or more promotions planned for the product and entered in the retail location promotions calendar, using the at least one adjusted or unadjusted location specific-retail selling profile and the retail location promotions calendar; and

storing to machine-readable memory the projected future sales profile.

66. (Cancelled)

67. (Previously presented) The method of claim 65, wherein the product has a time period for sales, further including truncating the location specific-retail selling profile to a time period the same length as the time period for sales.

68. (Previously presented) The method of claim 67, further including scaling historical data for the truncated location specific-retail selling profile so that the scaled sales profile projections sum to 1.0.

69. (Previously presented) The method of claim 65, wherein the promotions have starting dates and ending dates and the starting dates and the ending dates are used in adjusting the location specific-retail selling profile.

Art Unit: 3623

70. (Previously presented) The method of claim 65, wherein the promotions include advertising of the product.

71. (Previously presented) The method of claim 69, wherein the promotions include advertising of the product.

72. (Previously presented) The method of claim 65, wherein the promotions include a preferred display of the product.

73. (Previously presented) The method of claim 69, wherein the promotions include a preferred display of the product.

74. (Previously presented) The method of claim 65, wherein the promotions include a reduced price for the product.

75. (Previously presented) The method of claim 69, wherein the promotions include a reduced price for the product.

76. (Previously presented) A computer-implemented method of revising a plurality of retail location distribution shares for a particular product, taking into account planned promotions of the particular product, the computer-implemented method including:

collecting on machine-readable memory a multitude of retail location-product specific projected sales profiles that record daily or more frequent projected sales;

maintaining on machine-readable memory a retail location promotions calendar that includes planning data that tracks promotion of the product at the retail location by effective dates and by type of promotion and a corresponding estimated systematic variation in sales caused by the type of promotion;

Art Unit: 3623

repeatedly for a plurality of products across a plurality of retail locations,  
accessing a plurality of the projected sales profiles, by retail location, for a  
particular product;

automatically adjusting the projected sales profiles using at least the planning data  
from the retail location promotions calendar to reflect sales lift from one or more promotions  
planned, by retail location, for the particular product and entered in the retail location promotions  
calendar;

revising a plurality of location distribution shares based on the adjusted projected  
sales profiles.

77. (Original) The method of claim 76, wherein the promotions include advertising of  
the particular product.

78. (Original) The method of claim 76, wherein the promotions include a preferred  
display of the particular product.

79. (Original) The method of claim 76, wherein the promotions include a reduced  
price of the particular product.

80. (Currently amended) A computer-implemented method of revising a plurality of  
location distribution shares for a particular product, taking into account planned  
promotions of the particular product, the computer-implemented method including:

collecting on machine-readable memory a multitude of retail location-product specific  
projected sales profiles that record daily or more frequent projected sales;

maintaining on machine-readable memory a retail location promotions  
calendar that includes planning data that tracks promotion of the product at the

Art Unit: 3623

retail location by effective dates and by type of promotion and a corresponding estimated systematic variation in sales caused by the type of promotion;

repeatedly for a plurality of products across a plurality of retail locations,

accessing a plurality of the projected daily or more frequent sales

profiles, by retail location, and a plurality of retail location distribution

shares, for a particular product; and

automatically adjusting the retail location distribution shares using

at least the planning data from the retail location promotions calendar to

reflect a weighted mix of the projected daily or more frequent sales

profiles and an actual daily or more frequent sales; and

storing to machine-readable memory the automatically adjusted

retail location distribution shares.

81. (Original) The method of claim 80, wherein the actual daily or more frequent sales are for a group of products.

82. (Original) The method of claim 80, wherein the weighted mix is calculated using  $\text{weight} = [(\text{actual sales} / \text{projected sales}) * (1 - \text{factor})] + (\text{factor})$ .

83. (Original) The method of claim 82, wherein the factor selected is between 0.0 and 1.0.

84. (Original) The method of claim 80, wherein the weighted mix is calculated proportional to an elapsed period of sales.

85. (Original) The method of claim 80, wherein the weighted mix is calculated proportional to actual sales divided by projected sales.

Art Unit: 3623

86.-111. (Cancelled)

112. (Previously presented) The method of claim 1, wherein the retail location-product specific selling profile includes a group of retail locations selected to have similar sales patterns.

113. (Previously presented) The method of claim 112, wherein the group is large enough to overcome random selling noise.

114. (Previously presented) The method of claim 1, wherein the retail location-product specific selling profile includes a group of products selected to have similar sales patterns.

115. (Previously presented) The method of claim 114, wherein the group is large enough to overcome random selling noise.

### **Conclusion**

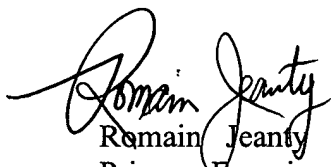
Any inquiry concerning this communication or earlier communications from the examiner should be directed to Romain Jeanty whose telephone number is (571) 272-6732. The examiner can normally be reached on Mon-Thurs 7:30 am. to 6:00 pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Tariq R. Hafiz can be reached on (571) 272-6729. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Art Unit: 3623

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

October 13, 2006

  
Romain Jeanty  
Primary Examiner  
Art Unit 3623